ARCHIE'S PAL
Jughead
COMICS
ARCHIECOMICS.COM
#198
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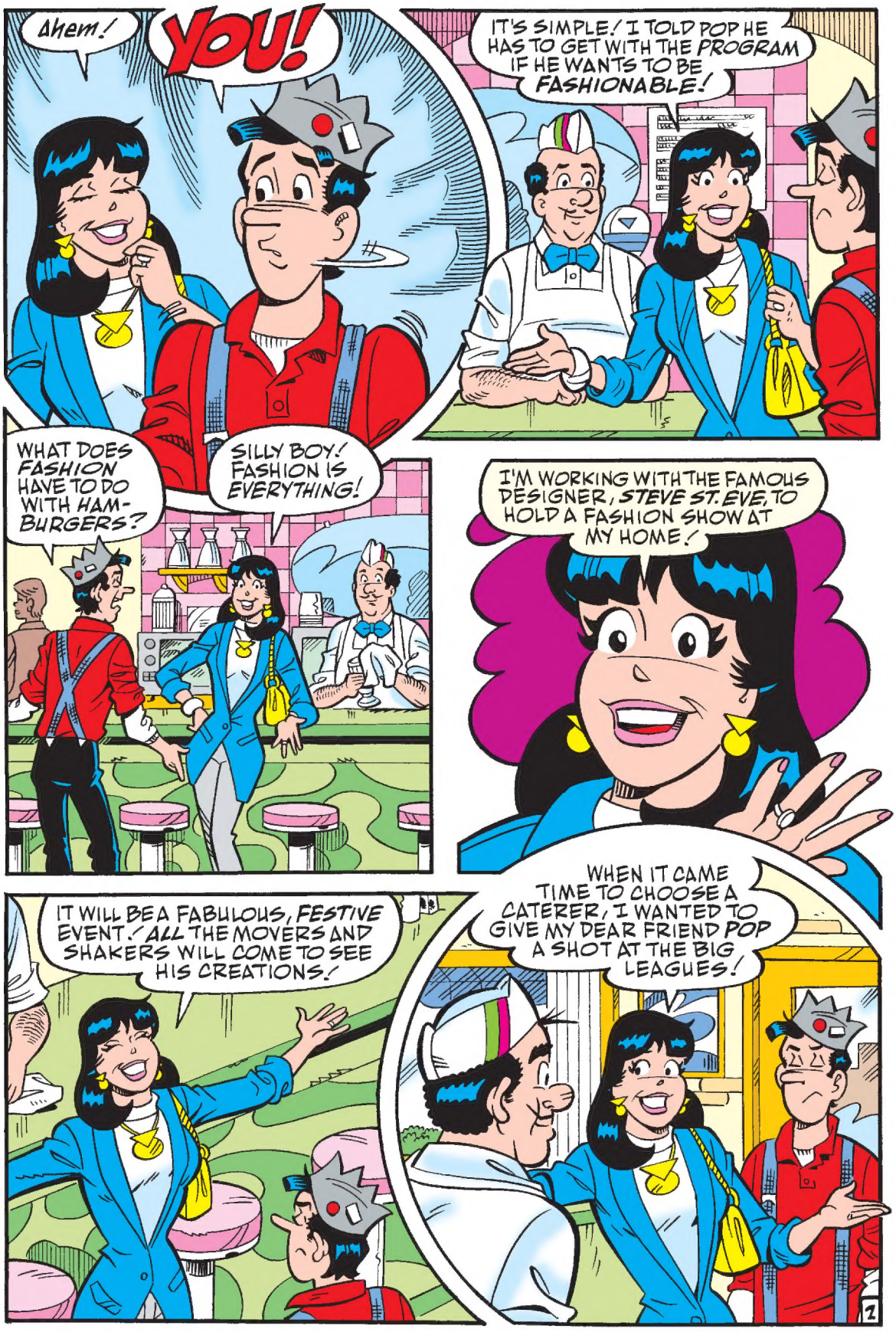
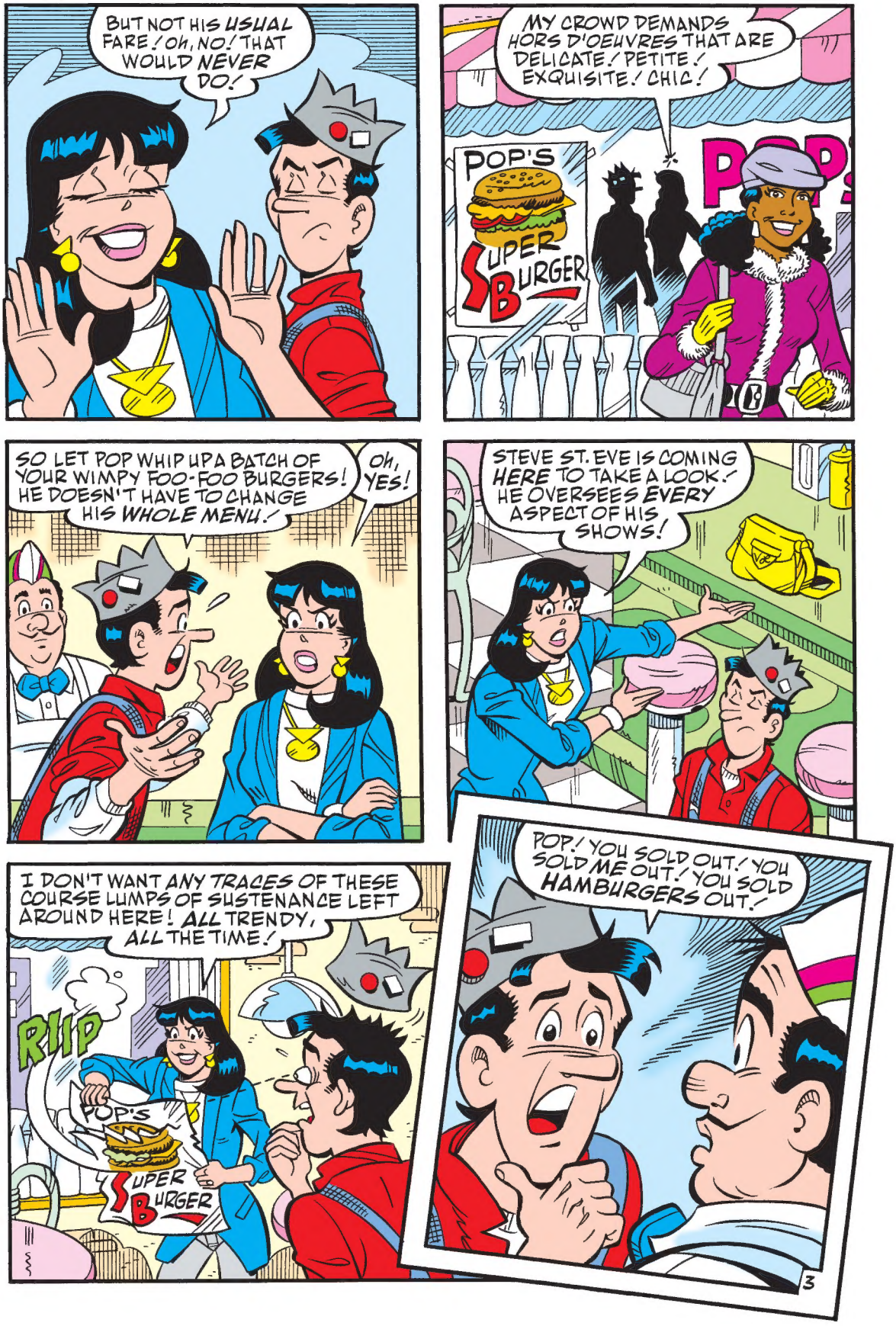
HMM! HOW CAN I IMPROVE MY "SUPER BURGER"?
POP'S SUPER BURGER
$4.95
POP'S
BY SELLING IT FOR 99¢!
REX W. LINDSEY

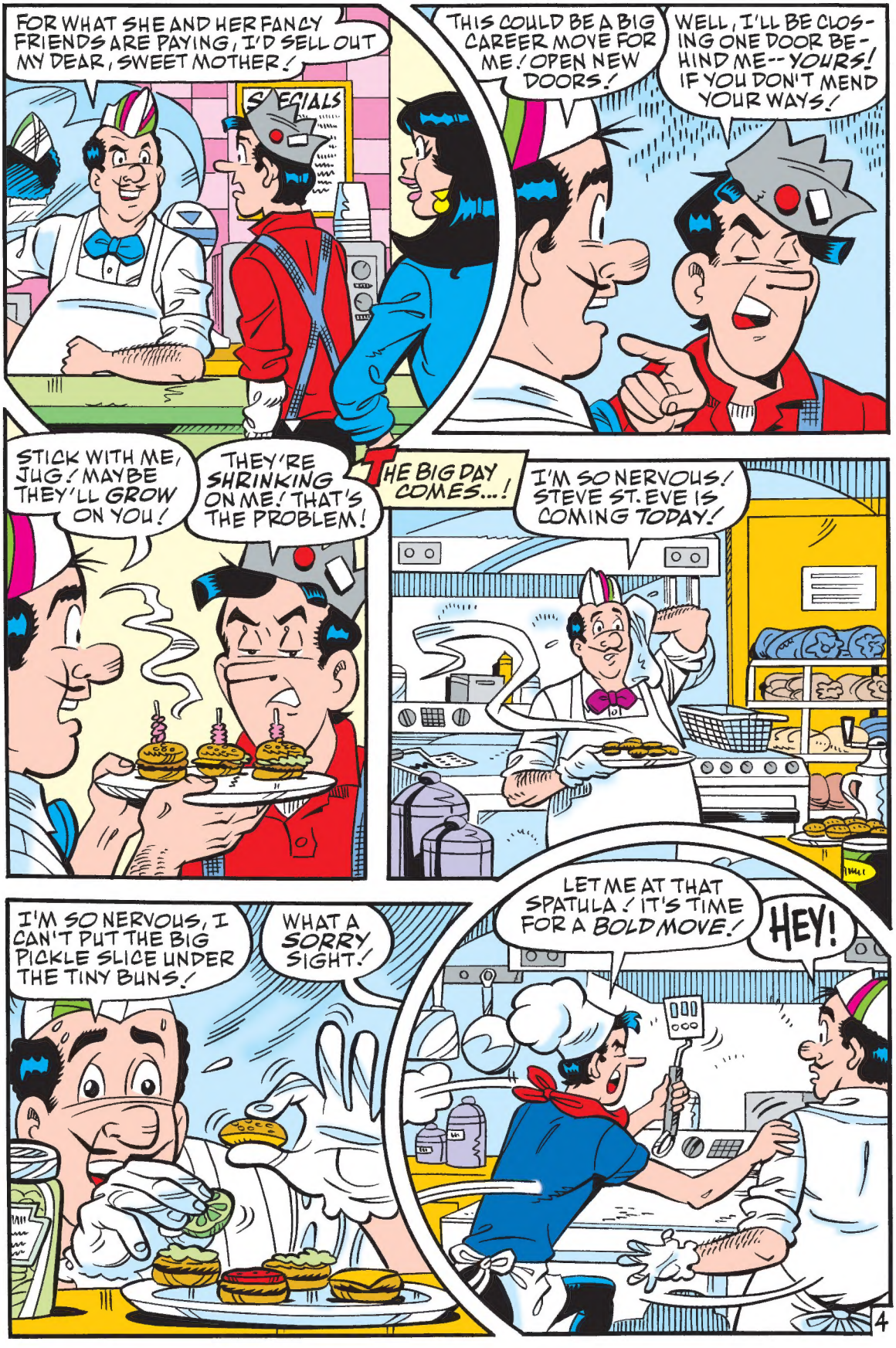
Jughead in DINE BY DESIGN

HAHAHA!
THESE DINKY, MINISCULE BURGERS ARE A FUNNY JOKE, POP! NOW LET'S HAVE THE REAL THING!
ZOOM
NO JOKE, JUG! TINY BURGERS ARE THE TREND!
TREND?!
WHO POSSESSED YOUR MIND? WHO PUT THESE IDEAS INTO YOUR HEAD?

SCRIPT: CRAIG BOLDMAN
PENCILS: REX LINDSEY
INKING: JIM AMASH
LETTERING: JACK MORELLI
COLORING: BARRY GROSSMAN
MANAGING EDITOR: MIKE PELLERITO
EDITOR/EDITOR-IN-CHIEF: VICTOR GORELICK

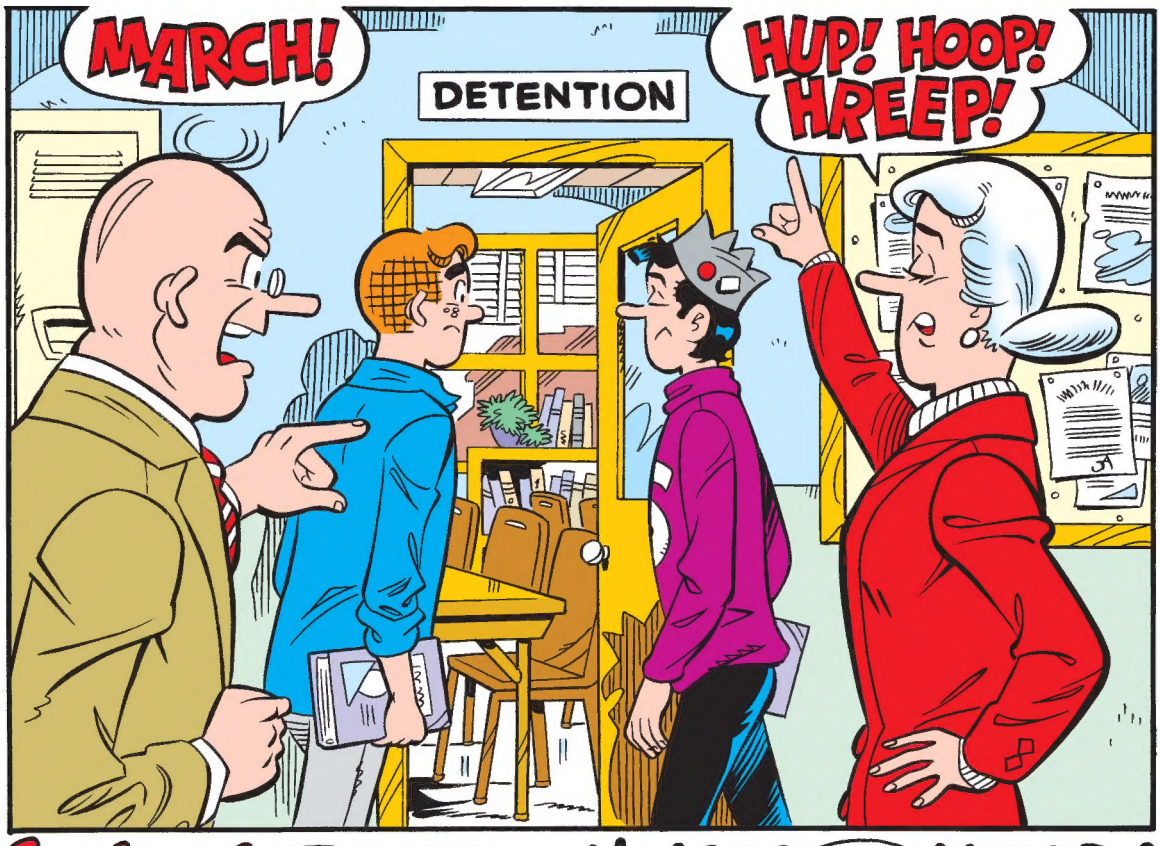

Ahem!
YOU!
IT'S SIMPLE! I TOLD POP HE HAS TO GET WITH THE PROGRAM IF HE WANTS TO BE FASHIONABLE!
WHAT DOES FASHION HAVE TO DO WITH HAM-BURGERS?
SILLY BOY! FASHION IS EVERYTHING!
I'M WORKING WITH THE FAMOUS DESIGNER, STEVE ST. EVE, TO HOLD A FASHION SHOW AT MY HOME!
IT WILL BE A FABULOUS, FESTIVE EVENT! ALL THE MOVERS AND SHAKERS WILL COME TO SEE HIS CREATIONS!
WHEN IT CAME TIME TO CHOOSE A CATERER, I WANTED TO GIVE MY DEAR FRIEND POP A SHOT AT THE BIG LEAGUES!
7


BUT NOT HIS USUAL FARE! OH, NO! THAT WOULD NEVER DO!
MY CROWD DEMANDS HORS D'OEUVRES THAT ARE DELICATE! PETITE! EXQUISITE! CHIC!
POP'S SUPER BURGER
SO LET POP WHIP UP A BATCH OF YOUR WIMPY FOO-FOO BURGERS! HE DOESN'T HAVE TO CHANGE HIS WHOLE MENU!
OH, YES!
STEVE ST. EVE IS COMING HERE TO TAKE A LOOK! HE OVERSEES EVERY ASPECT OF HIS SHOWS!
I DON'T WANT ANY TRACES OF THESE COURSE LUMPS OF SUSTENANCE LEFT AROUND HERE! ALL TRENDY, ALL THE TIME!
RIIP
POP'S SUPER BURGER
POP! YOU SOLD OUT! YOU SOLD ME OUT! YOU SOLD HAMBURGERS OUT!
3

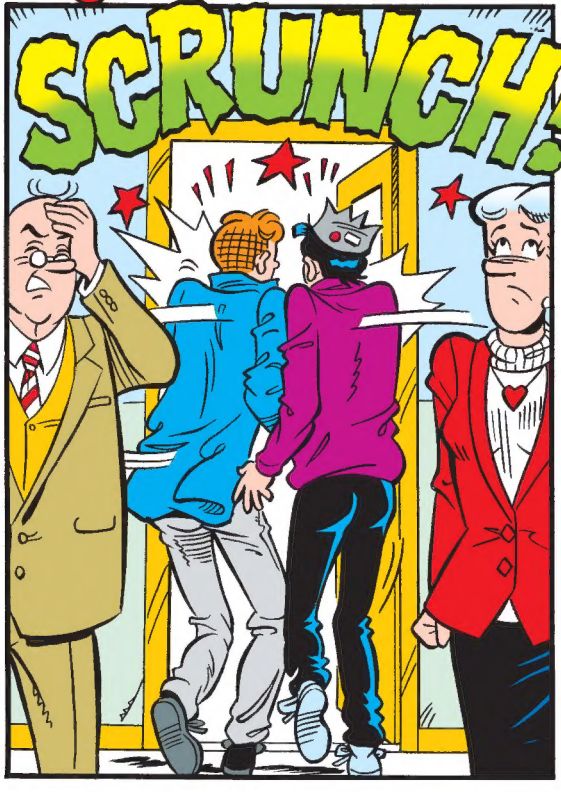

FOR WHAT SHE AND HER FANCY FRIENDS ARE PAYING, I'D SELL OUT MY DEAR, SWEET MOTHER!
SPECIALS
THIS COULD BE A BIG CAREER MOVE FOR ME! OPEN NEW DOORS!
WELL, I'LL BE CLOSING ONE DOOR BEHIND ME-- YOURS! IF YOU DON'T MEND YOUR WAYS!
STICK WITH ME, JUG! MAYBE THEY'LL GROW ON YOU!
THEY'RE SHRINKING ON ME! THAT'S THE PROBLEM!
THE BIG DAY COMES...!
I'M SO NERVOUS! STEVE ST. EVE IS COMING TODAY!
I'M SO NERVOUS, I CAN'T PUT THE BIG PICKLE SLICE UNDER THE TINY BUNS!
WHAT A SORRY SIGHT!
LET ME AT THAT SPATULA! IT'S TIME FOR A BOLD MOVE!
HEY!

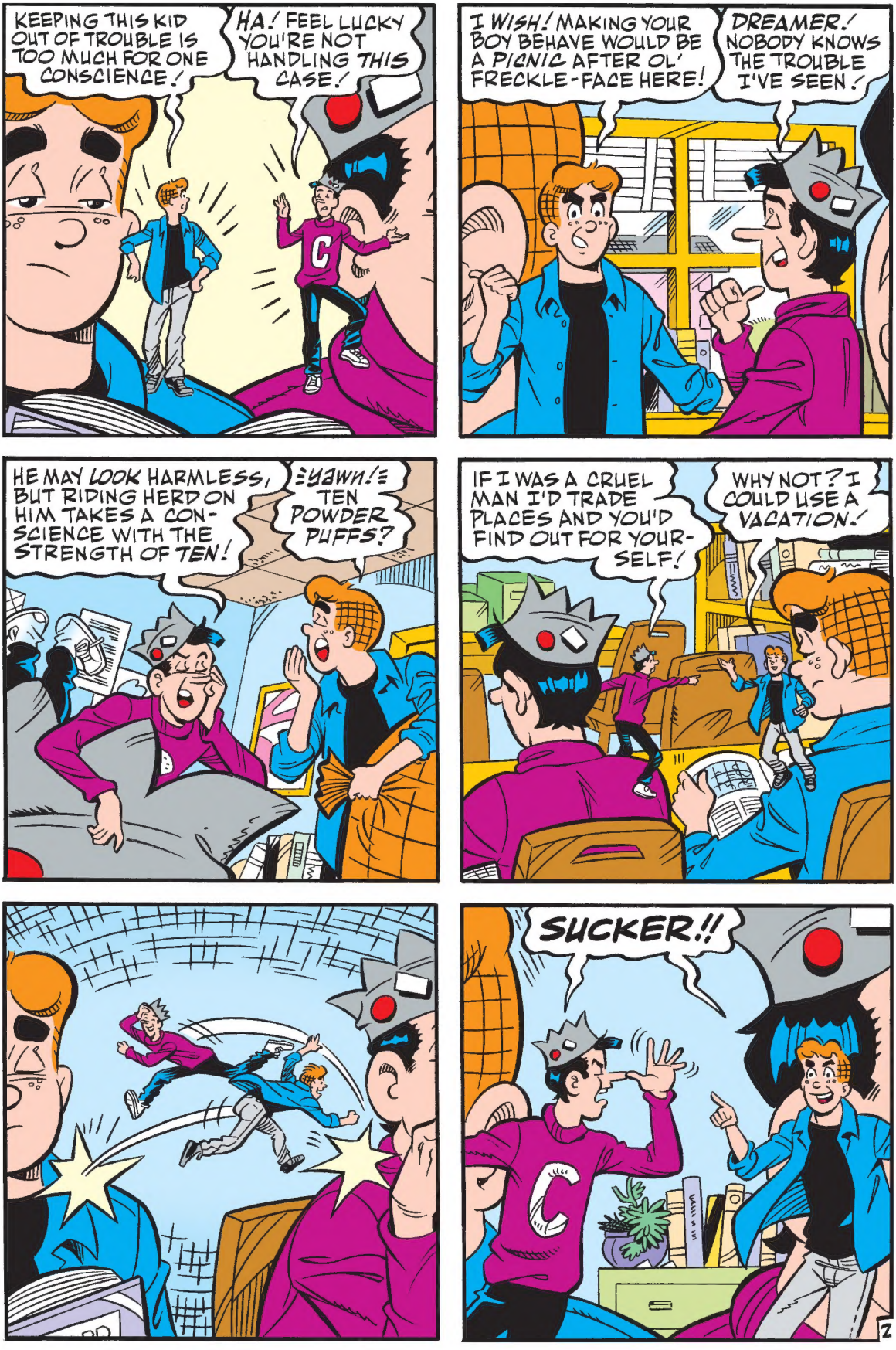
BUT--!
OH, NO! YOU'VE FORFEITED YOUR RIGHTS BEHIND THE COUNTER! TO THE PENALTY BOX WITH YOU!
STEVE ST. EVE!
WHAT'S GOING ON HERE?
ASK JUGHEAD! HE'S TAKEN OVER!
INTRODUCING THE LINE OF JUGHEAD'S DESIGNER BURGERS!
MENU
FASHION DOESN'T HAVE TO BE WIMPY! IT CAN BE BOLD! FLAMBOYANT! BOMBASTIC!!
UGH!
THE REG BURGER--LOUD AND OBNOXIOUS! THE BETTY BURGER--SWEET AND SENSATIONAL!
THE ARCHIE! AN ACCIDENT IN A BUN! THE--
GASP! THESE ARE WONDERFUL! I'M INSPIRED!
5

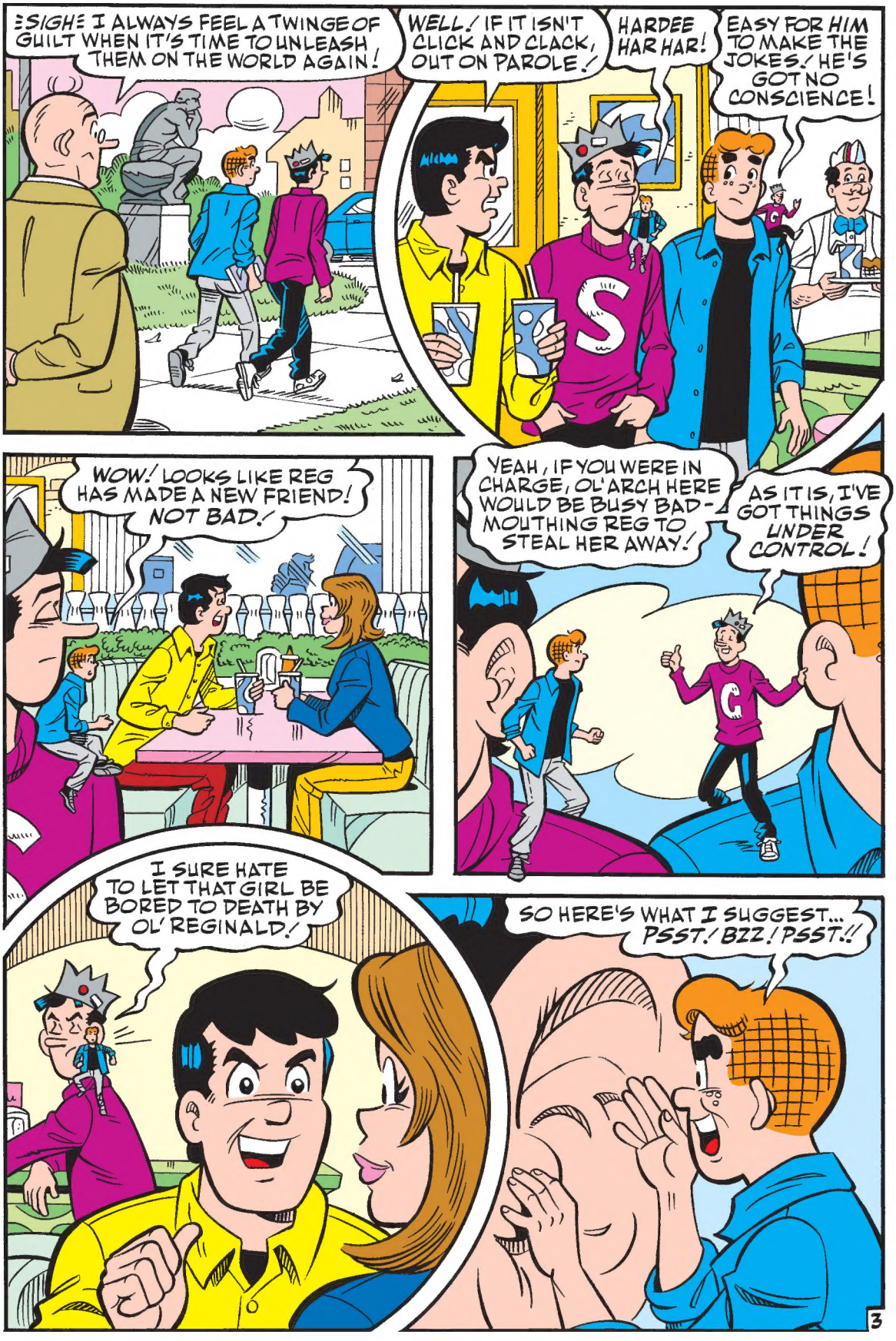
WHA'D I TELL YOU?
I'M SPEECH-LESS!
DITTO!
SO...
I EVEN GOT MY OWN PERSONAL INVITE TO THE EXTRAVAGANZA AT THE LODGES!
RITZY!
FAB!
GURK!!
LOOK AT THOSE TREATS! IT'S TINY ATOM-SIZED BURGERS!
BUT STEVE ST. EVE SAID HE WAS INSPIRED BY MY CREATIONS!
HE WAS!
INTRODUCING The BURGER COLLECTION
The End



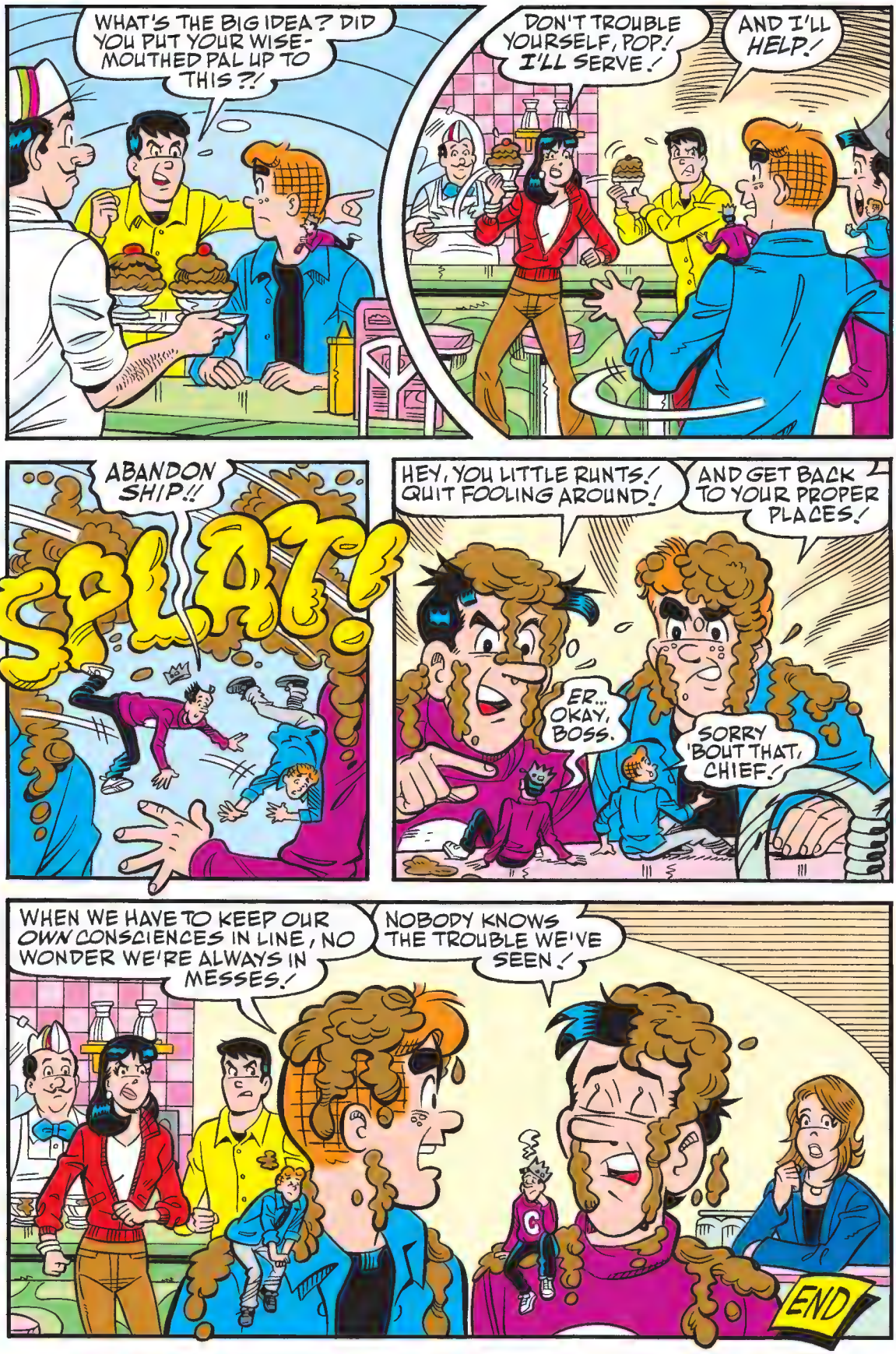
Jughead IN THOSE LITTLE VOICES IN YOUR HEAD!

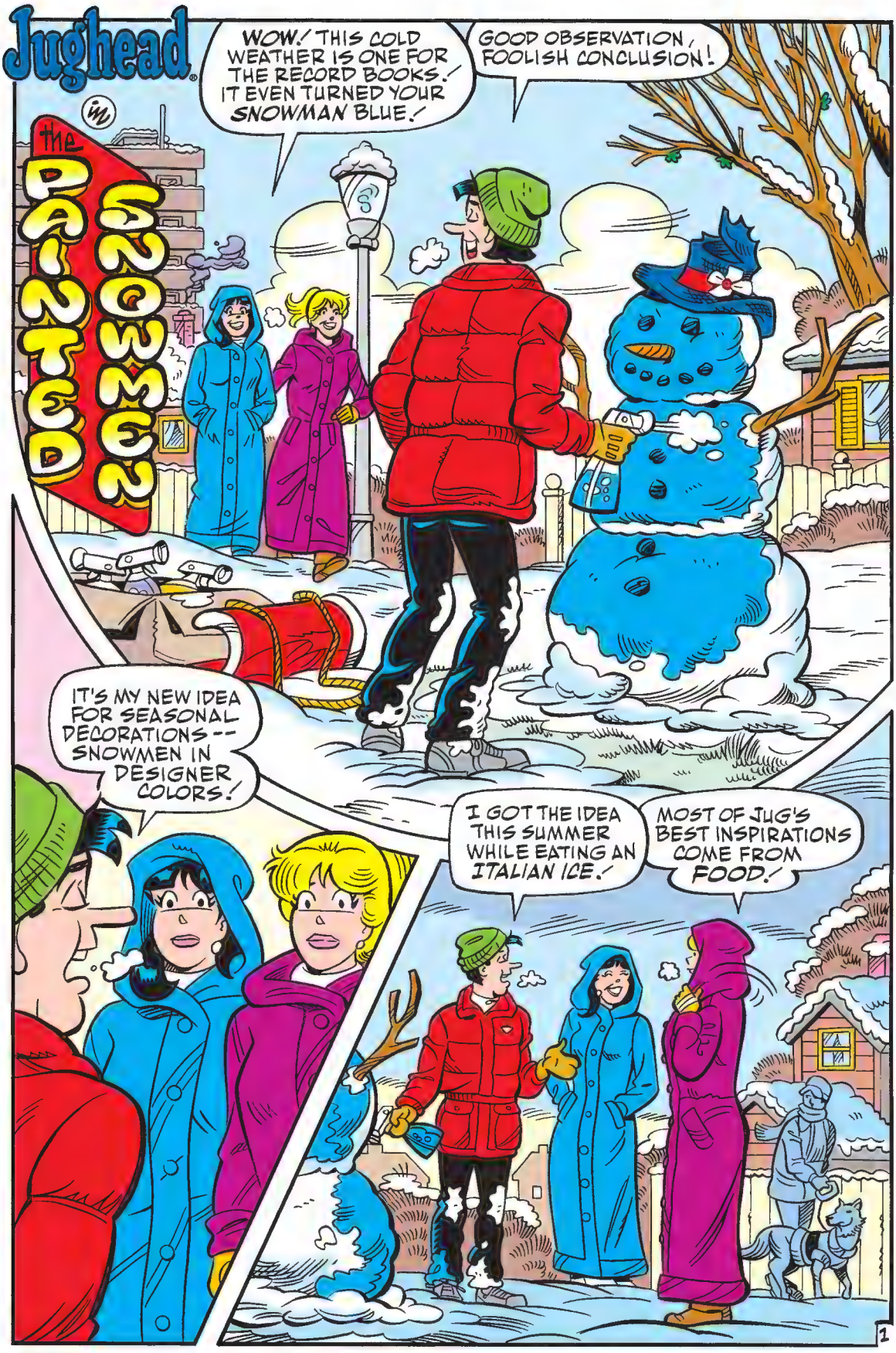



KEEPING THIS KID OUT OF TROUBLE IS TOO MUCH FOR ONE CONSCIENCE!
HA! FEEL LUCKY YOU'RE NOT HANDLING THIS CASE!
I WISH! MAKING YOUR BOY BEHAVE WOULD BE A PICNIC AFTER OL' FRECKLE-FACE HERE!
DREAMER! NOBODY KNOWS THE TROUBLE I'VE SEEN!
HE MAY LOOK HARMLESS, BUT RIDING HERD ON HIM TAKES A CONSCIENCE WITH THE STRENGTH OF TEN!
:yawn!: TEN POWDER PUFFS?
IF I WAS A CRUEL MAN I'D TRADE PLACES AND YOU'D FIND OUT FOR YOURSELF!
WHY NOT? I COULD USE A VACATION!
SUCKER!!
2


:SIGH: I ALWAYS FEEL A TWINGE OF GUILT WHEN IT'S TIME TO UNLEASH THEM ON THE WORLD AGAIN!
WELL! IF IT ISN'T CLICK AND CLACK, OUT ON PAROLE!
HARDEE HAR HAR!
EASY FOR HIM TO MAKE THE JOKES! HE'S GOT NO CONSCIENCE!
WOW! LOOKS LIKE REG HAS MADE A NEW FRIEND! NOT BAD!
YEAH, IF YOU WERE IN CHARGE, OL' ARCH HERE WOULD BE BUSY BAD-MOUTHING REG TO STEAL HER AWAY!
AS IT IS, I'VE GOT THINGS UNDER CONTROL!
I SURE HATE TO LET THAT GIRL BE BORED TO DEATH BY OL' REGINALD!
SO HERE'S WHAT I SUGGEST... PSST! BZZ! PSST!!

HEY, SWEET THING! AREN'T YOU TIRED OF THESE COOKIE CUTTER LOUD-MOUTHED JOCK-TYPES?
909
PERHAPS YOU'D DARE TO DISCOVER THE CHARMS OF A SVELT, DREAMY-EYED, LONG-NOSED ALTERNATIVE!
WELL, WILL YOU LOOK AT THAT! YOUR PAL JUGHEAD IS FINALLY SHOWING SIGNS OF LIFE!
JUICE
WHEN EVEN A CLOWN LIKE HIM STARTS ACTING HUMAN, IT GIVES ME HOPE FOR THE FUTURE OF ROMANCE!
PSSST-PSSST-PSST!
HOW LONG DO YOU PLAN TO KEEP RUNNING THOSE JAWS? YOU'RE KEEPING ME FROM FEEDING TIME!
SERVE ME UP A COUPLE OF SCOOPS, POP!


WHAT'S THE BIG IDEA? DID YOU PUT YOUR WISE-MOUTHED PAL UP TO THIS?!
DON'T TROUBLE YOURSELF, POP! I'LL SERVE!
AND I'LL HELP!
ABANDON SHIP!!
SPLAT!
HEY, YOU LITTLE RUNTS! QUIT FOOLING AROUND!
AND GET BACK TO YOUR PROPER PLACES!
ER... OKAY, BOSS.
SORRY 'BOUT THAT, CHIEF!
WHEN WE HAVE TO KEEP OUR OWN CONSCIENCES IN LINE, NO WONDER WE'RE ALWAYS IN MESSES!
NOBODY KNOWS THE TROUBLE WE'VE SEEN!
END


Jughead
in
the
DAZED
and
CONFUSED
WOW! THIS COLD WEATHER IS ONE FOR THE RECORD BOOKS! IT EVEN TURNED YOUR SNOWMAN BLUE!
GOOD OBSERVATION, FOOLISH CONCLUSION!
IT'S MY NEW IDEA FOR SEASONAL DECORATIONS -- SNOWMEN IN DESIGNER COLORS!
I GOT THE IDEA THIS SUMMER WHILE EATING AN ITALIAN ICE!
MOST OF JUG'S BEST INSPIRATIONS COME FROM FOOD!

SNOWSCAPES ARE ALWAYS BLAND./ PLAIN./ DRAB./
THE WORDS I'D HAVE USED WERE: PURE./ PRISTINE./ WINTER WONDERLAND!
DIFFERENT STROKES./ IN ANY CASE, IT SEEMED A LITTLE JAZZING UP COULDN'T HURT!
JUST A LITTLE ECO-FRIENDLY COLORED DYE DID THE TRICK./
SO YOU'RE SPRUCING UP ALL THE LOCAL SNOWPERSONS?
SPRITZ!
IT'S QUITE POPULAR AROUND THE NEIGHBORHOOD./ MRS. BROWN REQUESTED A RED ONE./
MRS. GREENE WENT FOR ORANGE./
MRS. WHITE OPTED FOR A YELLOW SNOWMAN-- MRS. PURPLE CHOSE A PINK ONE--
WAIT A MINUTE--!

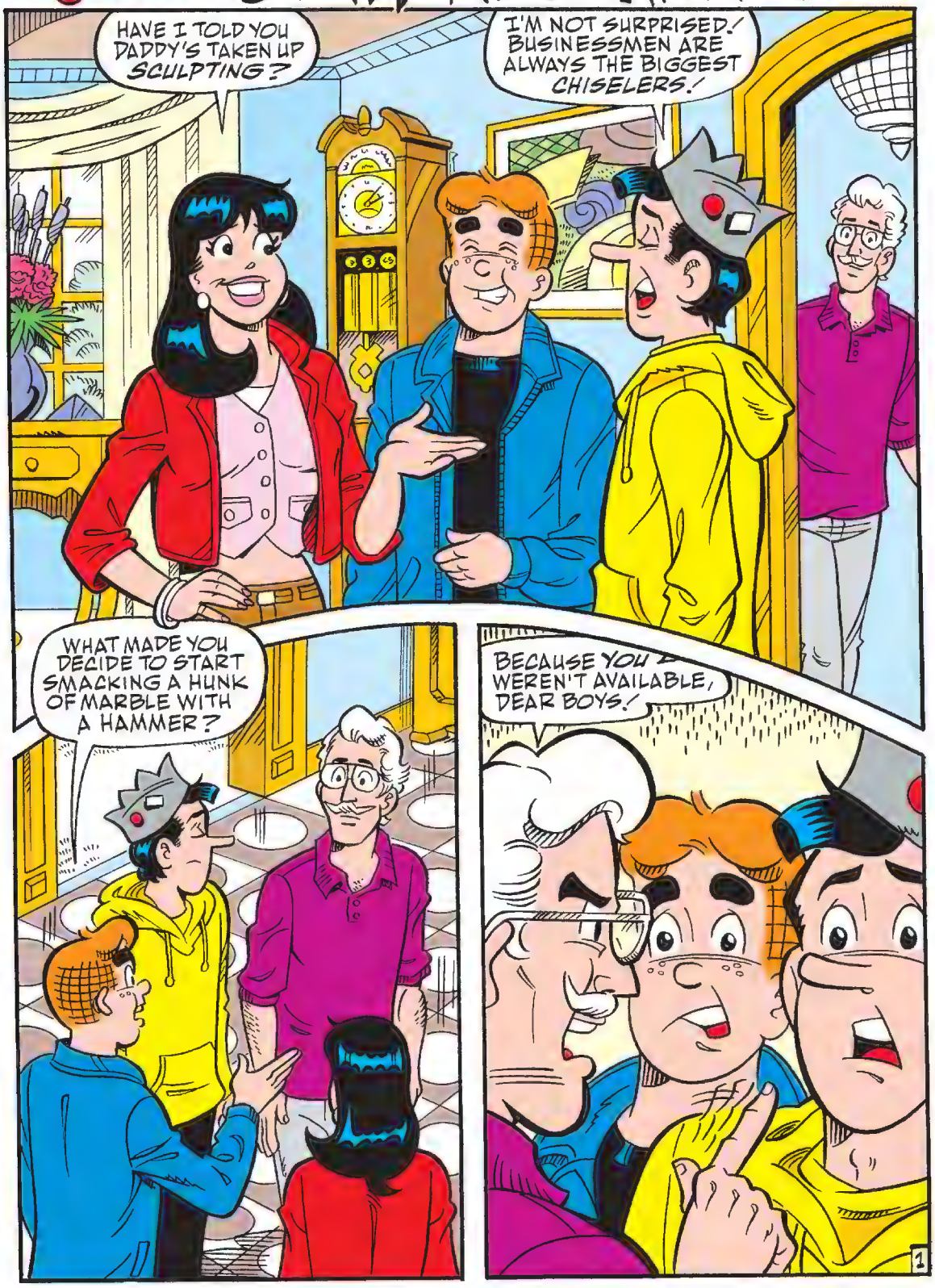
THERE'S A "MRS. PURPLE?"
WELL NO... BUT I CAN NEVER REMEMBER THE LADY'S ACTUAL NAME!
NOW ANSWER ME ONE: WHAT'S THE RIDICULOUS GARB YOU'RE SPORTING?
THE WARMEST IMPORTED DOWN COATS YOU CAN BUY!
WE'RE ON A WINTER BIRD-WATCHING KICK!
THEY DON'T ALL FLY SOUTH!
NO, SOME OF THE LOONS REMAIN!
WELL, ENJOY THE SNOW PAINTING!
ENJOY THE ORNI-THOLOGY!
SPOOSH
THEY'RE PRETTY, BUT THEY'RE ALSO PRETTY NICE TARGETS!
WHAT'S THAT NOW?
LITTLE LEROY HAS BEEN SIGHTED IN THE AREA, AND HE THINKS IT'S HILARIOUS TO KNOCK OVER EVERY PAINTED SNOWMAN HE SEES!
THE PESKY TWERP!

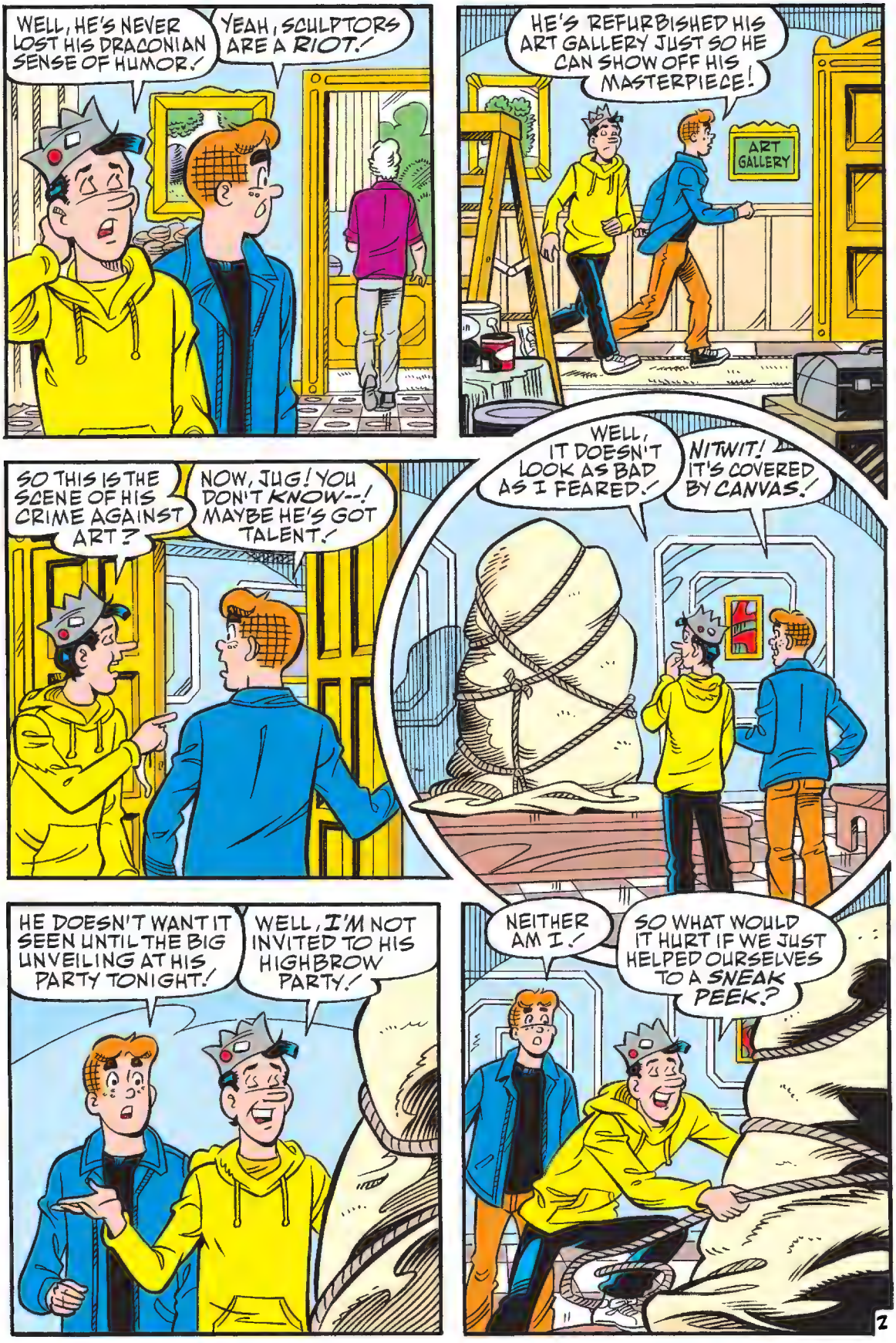
HE'S ALREADY STRUCK MRS. GREENE, MRS. WHITE, et al--!
NOT TO WORRY! I'LL RE-EDUCATE THE TYKE AND ALL WILL BE FINE!
HERE'S A SPOT THAT LOOKS A BIT LONELY!
TWO-TONE NOW?
VARIETY!
SPICE OF LIFE!
NOW I'M OFF TO BUILD ONE IN THE EMPTY LOT ON CLUFF STREET!
HAW! JUGHEAD SURE LOVES TO WASTE HIS TIME!
hmm... CLUFF STREET, HE SAID...
SHOVE!

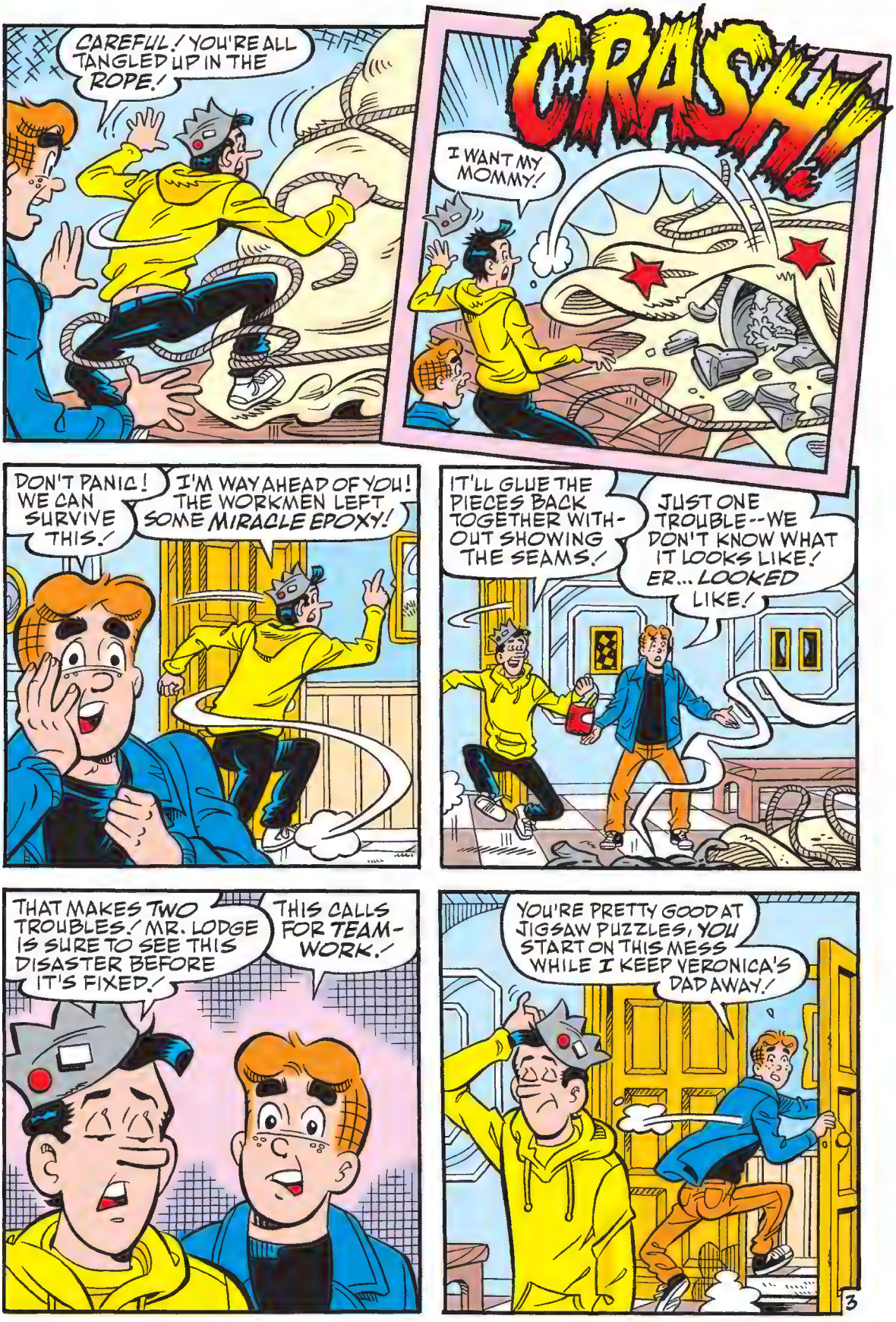
CLUFF ST.!
BOY, HE BUILDS FAST! BUT I CAN KNOCK 'EM DOWN FASTER!!
PAT-PAT
SPRITZ!
SAY, IF YOU GIRLS WANT AN AMAZING WILDLIFE ENCOUNTER, GET TO THE VACANT FIELD ON SYMMES!
KICK!
STAND AT THE CREST AND LOOK EAST. BUT BE VERY STILL AND VERY QUIET AND PATIENT!
HEY! SOME RASCAL FLATTENED MY SNOW CREATION!
TOO BAD! AT LEAST MY MASTERPIECE STILL REMAINS--AT SYMMES FIELD!!
SYMMES FIELD.
LOOSE LIPS SINK SHIPS!
AND SMASH SNOWMEN--!
5

SEE ANYTHING YET?
NO, BUT IT'S ALL ABOUT PATIENCE!
WOW! HE'S BEEN BUSY! TWO FOR THE PRICE OF ONE!
BANZAI!
?
?
BAM!
HEY! THEY DIDN'T CRUMBLE!
NO, BUT YOU WILL!
HE'S NOT A WINTER BIRD, BUT HE'S QUICKLY LEARNING TO FLY!!
THE END

Jughead A SHATTERING EXPERIENCE


HAVE I TOLD YOU DADDY'S TAKEN UP SCULPTING?
I'M NOT SURPRISED. BUSINESSMEN ARE ALWAYS THE BIGGEST CHISELERS.
WHAT MADE YOU DECIDE TO START SMACKING A HUNK OF MARBLE WITH A HAMMER?
BECAUSE YOU WEREN'T AVAILABLE, DEAR BOYS.
1


WELL, HE'S NEVER LOST HIS DRACONIAN SENSE OF HUMOR.
YEAH, SCULPTORS ARE A RIOT.
HE'S REFURBISHED HIS ART GALLERY JUST SO HE CAN SHOW OFF HIS MASTERPIECE!
ART GALLERY
SO THIS IS THE SCENE OF HIS CRIME AGAINST ART?
NOW, JUG! YOU DON'T KNOW--! MAYBE HE'S GOT TALENT.
WELL, IT DOESN'T LOOK AS BAD AS I FEARED.
NITWIT! IT'S COVERED BY CANVAS.
HE DOESN'T WANT IT SEEN UNTIL THE BIG UNVEILING AT HIS PARTY TONIGHT.
WELL, I'M NOT INVITED TO HIS HIGHBROW PARTY.
NEITHER AM I.
SO WHAT WOULD IT HURT IF WE JUST HELPED OURSELVES TO A SNEAK PEEK?


CAREFUL! YOU'RE ALL TANGLED UP IN THE ROPE!
CRASH!
I WANT MY MOMMY!
DON'T PANIC! WE CAN SURVIVE THIS!
I'M WAY AHEAD OF YOU! THE WORKMEN LEFT SOME MIRACLE EPOXY!
IT'LL GLUE THE PIECES BACK TOGETHER WITHOUT SHOWING THE SEAMS!
JUST ONE TROUBLE--WE DON'T KNOW WHAT IT LOOKS LIKE! ER... LOOKED LIKE!
THAT MAKES TWO TROUBLES! MR. LODGE IS SURE TO SEE THIS DISASTER BEFORE IT'S FIXED!
THIS CALLS FOR TEAMWORK!
YOU'RE PRETTY GOOD AT JIGSAW PUZZLES, YOU START ON THIS MESS WHILE I KEEP VERONICA'S DAD AWAY!
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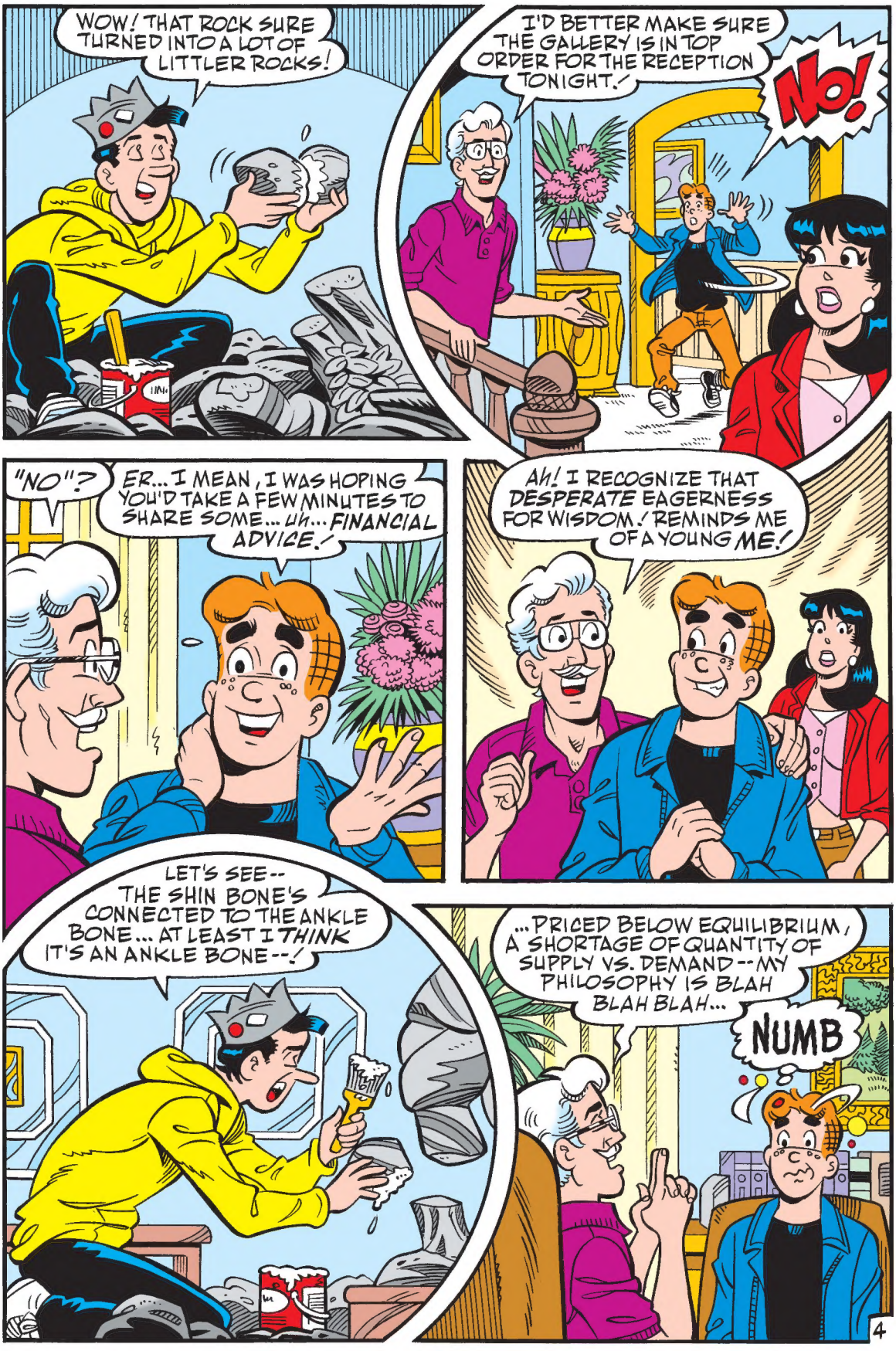
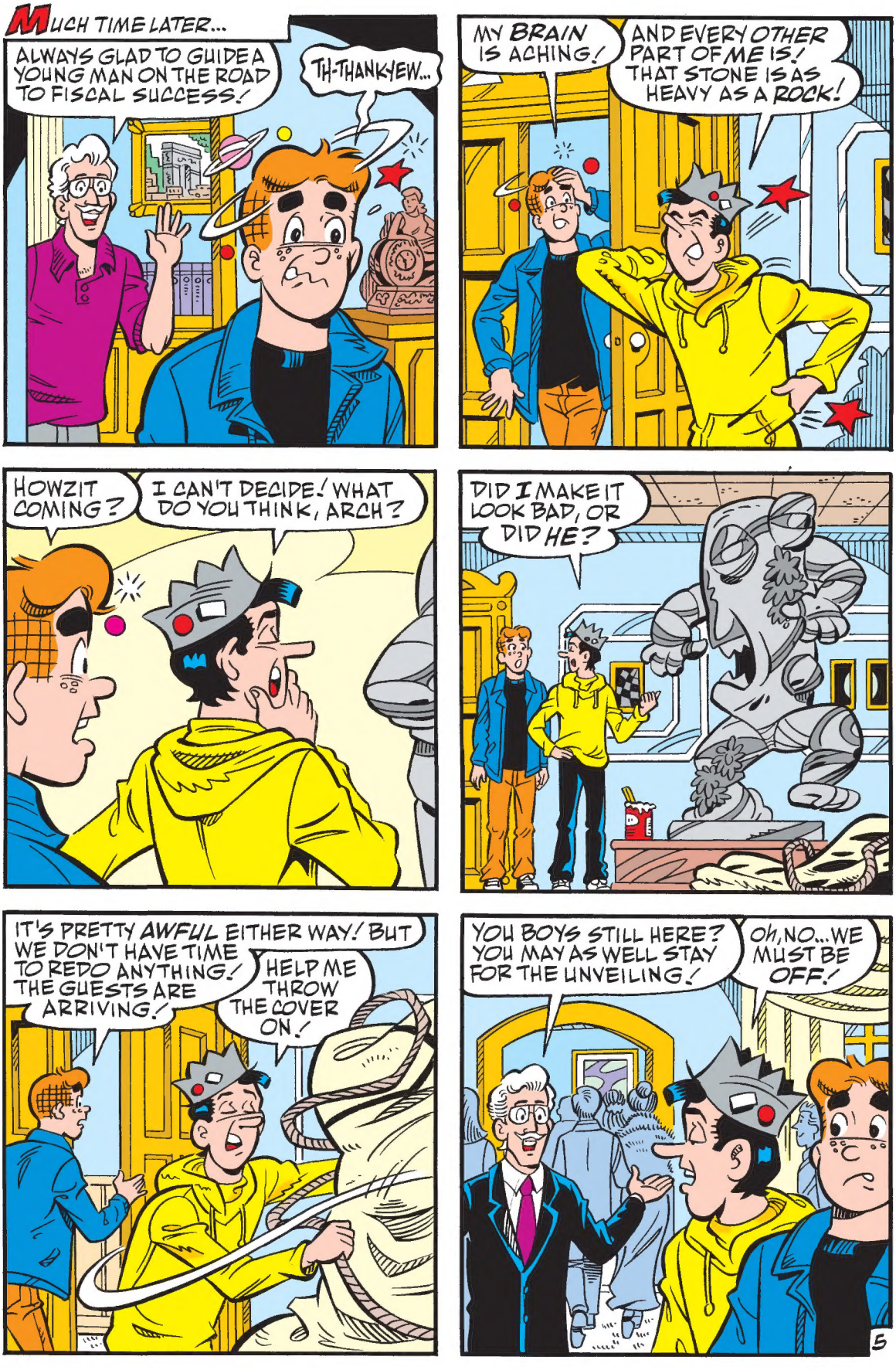

WOW! THAT ROCK SURE TURNED INTO A LOT OF LITTLER ROCKS!
I'D BETTER MAKE SURE THE GALLERY IS IN TOP ORDER FOR THE RECEPTION TONIGHT./
No!
"NO"?
ER... I MEAN, I WAS HOPING YOU'D TAKE A FEW MINUTES TO SHARE SOME... uh... FINANCIAL ADVICE./
Ah! I RECOGNIZE THAT DESPERATE EAGERNESS FOR WISDOM./ REMINDS ME OF A YOUNG ME!
LET'S SEE-- THE SHIN BONE'S CONNECTED TO THE ANKLE BONE... AT LEAST I THINK IT'S AN ANKLE BONE--/
...PRICED BELOW EQUILIBRIUM, A SHORTAGE OF QUANTITY OF SUPPLY VS. DEMAND-- MY PHILOSOPHY IS BLAH BLAH BLAH...
NUMB


MUCH TIME LATER...
ALWAYS GLAD TO GUIDE A YOUNG MAN ON THE ROAD TO FISCAL SUCCESS!
TH-THANKYEW...
MY BRAIN IS ACHING!
AND EVERY OTHER PART OF ME IS! THAT STONE IS AS HEAVY AS A ROCK!
HOWZIT COMING?
I CAN'T DECIDE! WHAT DO YOU THINK, ARCH?
DID I MAKE IT LOOK BAD, OR DID HE?
IT'S PRETTY AWFUL EITHER WAY! BUT WE DON'T HAVE TIME TO REDO ANYTHING! THE GUESTS ARE ARRIVING!
HELP ME THROW THE COVER ON!
YOU BOYS STILL HERE? YOU MAY AS WELL STAY FOR THE UNVEILING!
OH, NO... WE MUST BE OFF!

NONSENSE! IN THIS CROWD YOU'RE LIABLE TO PICK UP SOME MORE ECONOMIC PHILOSOPHY!
GROAN!
HEY--I WAS SO BUSY ACHING, I DIDN'T STOP TO THINK--WE DID IT!
YOU'RE RIGHT! IT WAS WORTH THE SUFFERING!
LET ME NOT KEEP YOU IN SUSPENSE! TIME TO SHOW YOU MY FIRST FORAY INTO THE MEDIUM OF STONE!
WATCH IT, LODGE! YOU'RE TANGLED IN THE ROPE!
WHAT THE--?!
SHATTER!
JUGHEAD AND ARCHIE LOOK MORE UPSET THAN DADDY DOES!
THE END

FAN ART

Jonathan R.
Age 12
Virginia

Casey W.
Age 13
Michigan

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Age 11
New York

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